SMOKEY'S 1974 CAMPAIGN

Your State Forester and U. S. Department of Agriculture — Forest Service

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252

1620

Dear Friend:

Thank you for your interest in my 1974 Campaign. My helpers have put together this illustrated guide to assist you in planning your forest fire prevention program.

Because this guide was prepared before final designs were available, the illustrations shown may differ somewhat from finished art.

This year's theme, "Think", will be translated for use in a television commercial and also in newspaper and magazine ads and the basic poster.

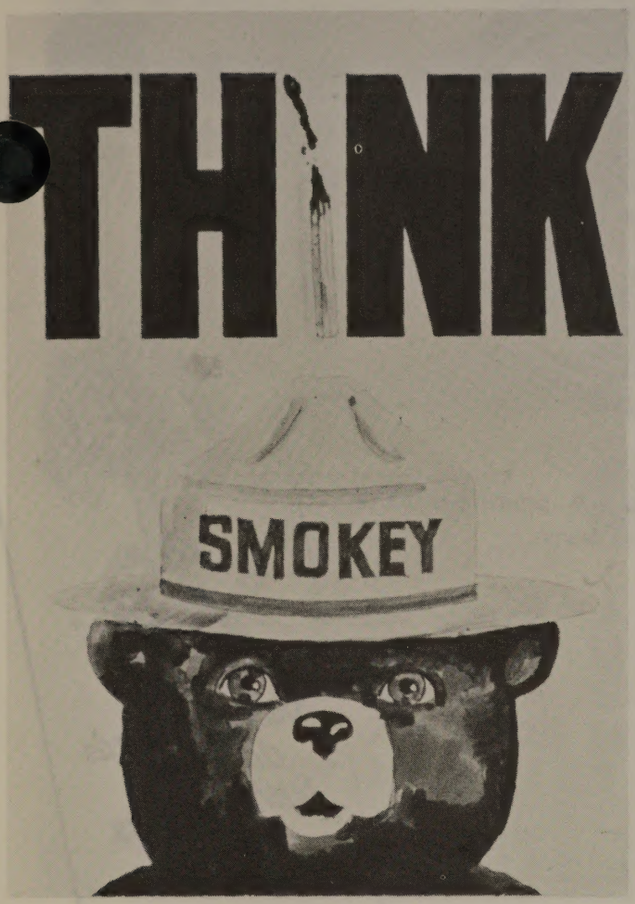
Printing costs continue to rise, and we recommend that you exercise special care in ordering to be sure you get the most prevention for your money.

The "Smokey Bear" program is a cooperative effort. It is coordinated by the Forest Service, U. S. Department of Agriculture, but is administered by the 50 State Foresters and by field officers of the Forest Service, and of land managing agencies of the Department of the Interior. In Canada, Smokey's program is coordinated by the Canadian Forestry Association, and is carried out by provincial forest services and forestry associations.

The effectiveness of my 1974 Campaign will depend on your help. Most folks add local messages to my materials. Why don't you try that?

Your friend,

S M O K E Y



74-CFFP-1 Basic Poster – 13" x 18-1/2", will also be adapted to 24-sheet poster, newspaper & magazine ads, as well as television. Order 1a for indoors, 1b for outdoors.

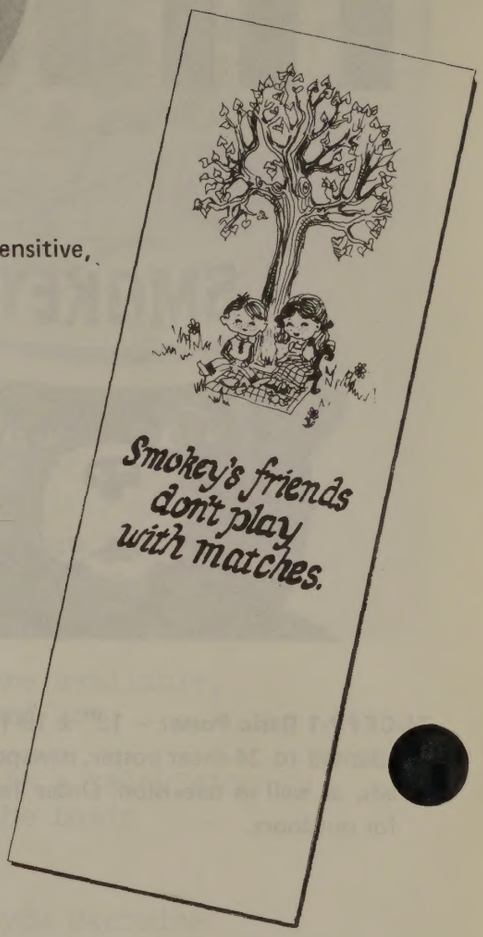
74-CFFP-2 School Poster – 13" x 18-1/2" and 7" x 10". Order 2a for larger size, and 2b for handout size. Paper only.

FFP-4 Debris Poster – 13" x 18-1/2", a new poster reminding people of the dangers of careless use of fire, from a personal standpoint. Order 4a for indoors, 4b for outdoors.

74-CFFP-3 Special Poster – 20" x 30", on heavy paper only. A decorative and informative poster, showing leaves of some common North American tree species. Designed for young adults.

74-CFFP-5 Stamps — Block of four, gummed and perforated.

74-CFFP-6 Sticker — A pressure-sensitive, adhesive- backed design.

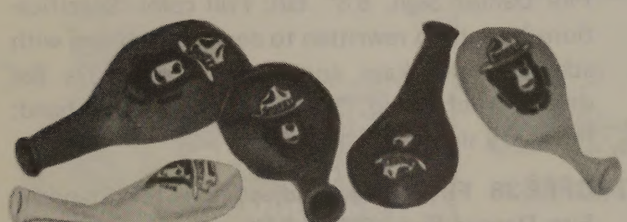


74-CFFP-7 Bookmark This item will appeal to young fans of Smokey. Perfect for handouts through libraries.

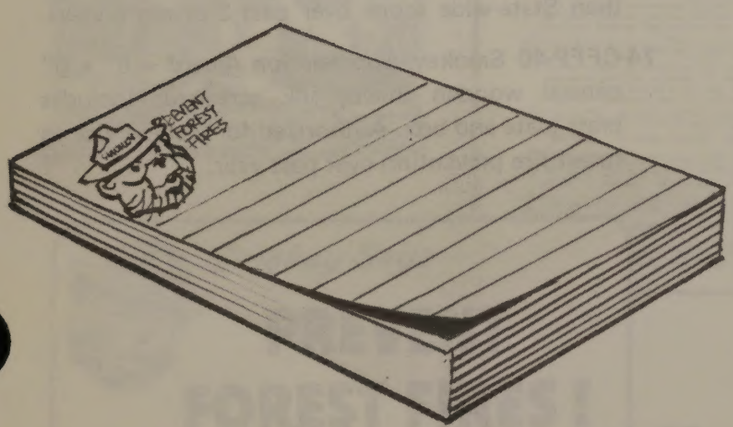
74-CFFP-14 Desk Set — Easily adapted for use as an award to local cooperators. 8" figure mounted on a wood base. With ball point pen.

74-CFFP-15 Placemat — use this attractive, paper placemat at community dinners, church socials, etc.

74-CFFP-12 Calendar – 14" x 19-1/2" with fire prevention illustration and accompanying explanation. For special fire prevention cooperators.



74-CFFP-11 Balloons – Colorful handout for the youngsters. Smokey's face and a fire prevention message.



74-CFFP-13 Note Pads – Include a simple fire prevention reminder with your informal correspondence. (5" x 8", 50 sheets/pad)

74-CFFP-10 "How-To" folders. Helpful tips with illustrations. Order 10a for "Make Campfires Safe" and 10b for "Safe Debris Burning".

74-CFFP-9 Coloring Sheet – Shows Smokey and Woodsy working to keep forests "Green and Clean".

74-CFFP-8 Bookcover – colorful, water-resistant protection for books. Based on a combination of two popular Smokey posters from past years.

74-CFFP-16 Coaster – absorbent two-color accessory placemat.

74-CFFP-17 Teachers Kit – folder, teaching unit, playlet, and song book. Add other items as desired. An effective way to bring Smokey's message into classroom.

74-CFFP-18 "Smokey Bear's Story of the Forest" – 16 page booklet. Tells the conservation story in simple yet effective language. Popular as a work book for grades 1-4.

74-CFFP-19 "True Story" – comic book – The popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups.

74-CFFP-20 "Smokey The Bear" Song Sheet – with conservation pledge on reverse. An inexpensive handout for schools, youth groups.

74-CFFP-21 "Junior Forest Ranger Handbook" – a work book for use in the classroom, in scouting activities, and other special programs relating to conservation; contains a series of "question and answer" type exercises relating to forest fire prevention.

74-CFFP-22 "Litterbag" – poly plastic, 9" x 12", printed one side, "Keep America Green and Clean."

74-CFFP-23 "You and Forest Fires" – a 16-page 2-color adult-level pamphlet in wildfires and how they affect people.

74-CFFP-24 Pocket Planner – 1974 date book, conservative, one-color design, pocket-size (3-1/2" x 5-1/2"), plasticoat cover, fire prevention messages on each page.

74-CFFP-25 Wallet Card – a handout item for field or public appearance contacts.

74-CFFP-26 Name Tag – 3-1/2" x 2-3/8", comes in strips of 100, pressure-sensitive adhesive on back.

74-CFFP-27a&b Bumper Strips, Day-Glo-2-color, Smokey Bear head plus (27a) "Prevent Forest Fires"; (27b) "Prevent Range Fires."

74-CFFP-27c&d Bumper Strips, Reflective-2-color, Smokey Bear head plus (27c) "Prevent Forest Fires" or (27d) "Use Your Ashtray".

74-CFFP-28 Lapel Tab – colorful foldover metal tab.

74-CFFP-29a&b "Please be Careful—Protect Our Forests" – 3-3/4" x 4", (29a) embroidered patch and (29b) vinyl decal.

74-CFFP-30 "Please be Careful—Prevent Forest Fires" – 3" x 4", embroidered patch.

74-CFFP-31a&b "Prevent Forest Fires" – 2" diameter, (31a) enbroidered patch and (31b) vinyl decal.

74-CFFP-32 Pocket Protector – heavy gauge plastic—protects pocket and pushes prevention.

74-CFFP-33 Ruler – 12", wooden, a low-cost handout item for schools, fairs, etc.

74-CFFP-34 Sign – 5'0" x 7'6", reflective, 8-color on aluminum.

74-CFFP-35a&b Sign – 44" x 16", reflective, 2-color, on aluminum, (35a) "Prevent Forest Fires" and (35b) "Prevent Range Fires."

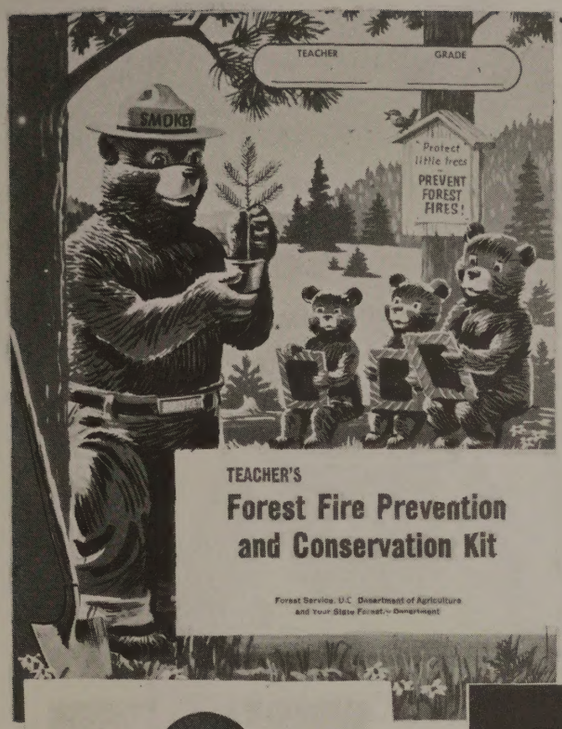
74-CFFP-36 Sign – 18" x 24", fiberglass, yellow, with Smokey Bear head and "Prevent Forest Fires."

74-CFFP-37a&b Smokey Bear Poster – for Standard Fire Danger Sign, 5'8" tall. Full color. Specifications have been rewritten to correct problems with adhesion, shrinkage and fading. Order 37a for shovel in left hand, 37b for shovel in right hand; for 2-way sign, order 1 of each.

74-CFFP-38 Fire Danger Adjectives – for Standard Fire Danger Sign, 32" x 13", reflective, adhesive back, (set of 5); for 2-way sign, order 2 sets.

74-CFFP-39 Smokey Bear Citation – 12" x 10" vellum certificate, 4-color. Authorized for outstanding service to forest fire prevention of less than State-wide scope over past 2 or more years.

74-CFFP-40 Smokey Appreciation Award – 6" x 6" natural wooden shield, silk screened. Includes brass plate and box. Authorized for local service to forest fire prevention over past year.



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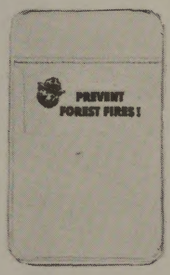

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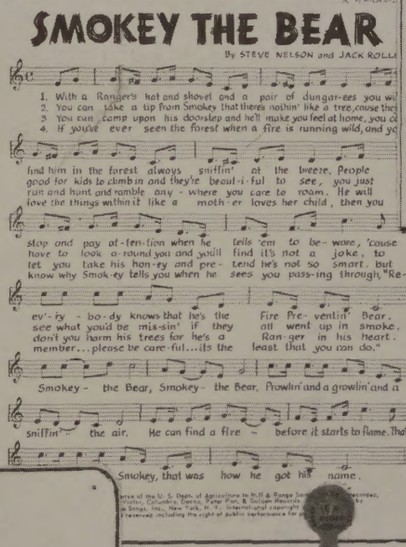

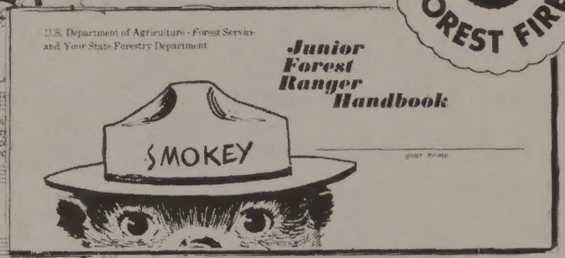

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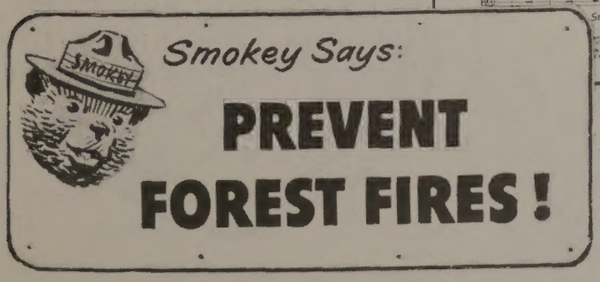

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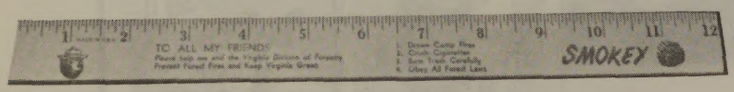
74-CFFP-27a&b 27c&d Bumper Strips,



74-CFFP-33 Ruler

74-CFFP-29a&b

74-CFFP-30

74-CFFP-31a&b

Smokey Bear Pos

74-CFFP-37a&b

Fire Danger Adjectives

74-CFFP-38

(Construction plans of fire danger sign furnished with each order of fire danger adjectives)

74-CFFP-39 Smokey Bear Citation

74-CFFP-40 Smokey Appreciation Award